



# Controlled Assessment Guide

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## Overview

You will be assessed on four assessment objectives (marked out of 40)

AO1 - Research (12 marks)

AO2 - Presentation (8 marks)

AO3 - Analysis (12 marks)

AO4 - Evaluation (8 marks)

The controlled assessment is worth 25% of your final marks.

### **You may complete up to 6 hours of research.**

The research may be completed outside of school (when speaking to a business you will NEED to do this outside of school). You must complete a research log to show the time you have spent researching the task. You must place all of your research materials in your research folder which will be kept by your teacher.

### **You have a maximum of 3 hours to complete your write-up**

You must complete your write up within the classroom under controlled assessment conditions. You will be given your research folders at the beginning of the controlled assessment session.

- Access to the internet will be blocked during this session.
- You will not be allowed to use text books
- You must work individually

## AO1 - Research

Your research should be carried out using a local business which you have identified and your teacher has approved. This should be a small business which you are able to easily access.

Research might include

- Visits/interviews with a business owner who runs a business
- Book research
- internet research

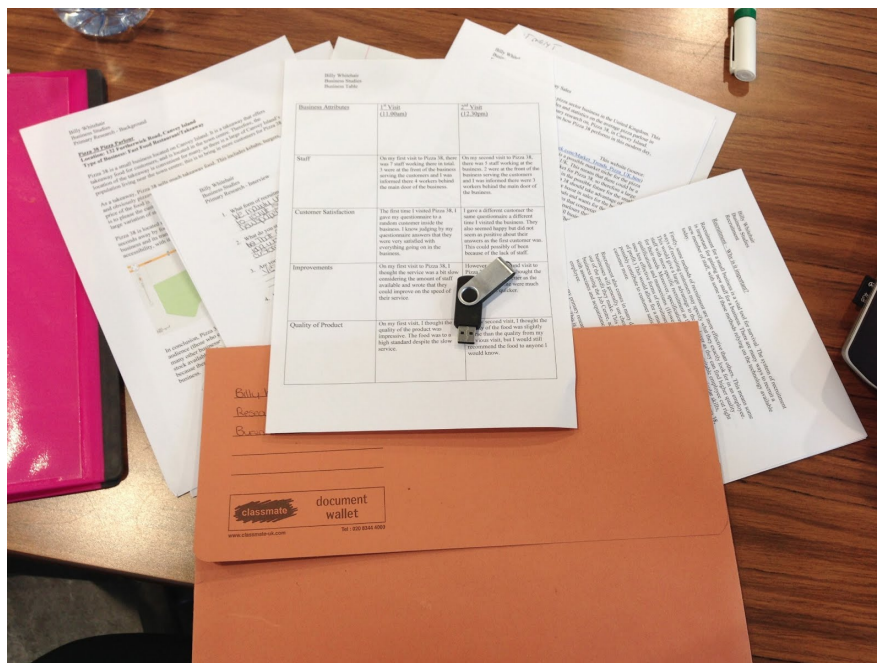
All of your research should be collected and put into your research folder, this would include any notes you think you will need and data you have collated from all of your sources.

You should note the source of each piece of research, primary and secondary.

If you have used a questionnaire you may collate the data and produce charts to put in your folder but you **MUST NOT** analyse them at the research stage.

You may keep a memory stick in your research folder with documents, spreadsheets & graphs.

Your folder should contain a research log which notes the times you have spent on various research tasks.



## What should I research?

Once you have identified a business to investigate and your teacher has agreed this you can start your research. The following pages give you some research ideas.

Below is a sample research log, your teacher will give you one to complete which should be kept in your research folder.

### GCSE Business Studies - Unit 5BS02 Controlled Assessment Research Log

**edexcel**  
advancing learning, changing lives

Date	Time [started]	Time [finished]	What you did [be specific]	What you need to do next
22/1	11.30	11.50	INTERVIEW WRITTEN	INTERVIEW MANAGER
22/1	11.50	12.10	WROTE QUESTIONNAIRE	ASK STAFF TO COMPLETE
23/1	11.10	12.10	RESEARCHED RECRUITMENT IN TEXT BOOKS + ONLINE	KEEP FOR WRITE-UP

This form must be handwritten and the completed form submitted with the final task write-up

## Your Business

Whichever question you choose to answer you will need a little background information about the business, this can be gathered from both primary and secondary research.

Your secondary research might include looking at the businesses web presence such as

- Website
- Competitors website
- Search engine ranking

This would give you general information about what they do, where they are, how they advertise, who their competitors are. You could make a market map if they have a lot of competitors.

Your primary research might include interviews, questionnaires, observations. You could aim these at any stakeholders.



## Questionnaires

When you are creating a questionnaire you should consider the following rules

1. Be clear about what you want your questionnaire to achieve
2. Put your name at the top
3. Give it a meaningful title
4. Give clear instructions
5. Ask the correct people to fill it in
6. Keep it short
7. Ask clear questions
8. Closed questions are clearer and easier to answer
9. Keep questions simple
10. Keep questions unbiased
11. Think about how you can analyse the answers
12. Use images & colours to make it attractive

You might try and create a questionnaire using Google Forms (part of your Google Drive documents suite). It makes it very easy to create a good looking questionnaire and puts the results straight into a spreadsheet for analysis....

The image displays a Google Form titled "Communication Quiz" and its associated Google Sheet spreadsheet. The form contains the following questions:

- What is Communication?
- 3 methods of NON-VERBAL communication:
- 3 methods of communication:

The spreadsheet shows the following data:

Timestamp	Name	What is Communication	3 methods of NON-VERBAL communication	3 methods of communication
11/01/2013 13:02:04	Lewis Belford	it is different ways of communicating	letters, email, text	letters, email, text
11/01/2013 12:03:44	reece pulham	communication is where people talk to each other through a number of things	postcard, email, letters	letter, memo, business card
11/01/2013 10:04:12	Zak Smith	Communication is sharing information between 2 or more people	letter, memo, business card	text, email
11/01/2013 10:37	Frazier gibbs	like ringing someone or texting	email, letter, powerpoint?	letter, memo, business cards
11/01/2013 10:37	amy osalaghan	talking to other people	text, email, btm	text, email, btm
11/01/2013 10:37	aville	communication is where you talk to someone email someone	letter, memo, business cards	text, email, btm
11/01/2013 10:37	Tidy	When you can talk with other people	letter, memo, business cards	text, email, btm
11/01/2013 10:37		sharing information	letter, memo, business cards	text, email, btm
11/01/2013 10:37		two or more people talking over the internet or other types of technology	letter, memo, business cards	text, email, btm
11/01/2013 10:37		the way that people talk to each other	letter, memo, business cards	text, email, btm



## Interviews

Interviews should always be planned. Start by deciding WHO you want to interview, remember it could be any stakeholder from the business owner to the customers, or even the local community.

Once you know who you are interviewing you should think about what you are trying to find out. Do you need more general information about the business or have you found that in your secondary research? You should focus on the issues surrounding the question you have decided to answer.

Write out all of your questions in advance and take a good look at them. Do your questions ask the things you need to know? Do some of them ask the same things? A couple of examples are below.

Be prepared to write out your answers. Or perhaps you could record your interview and type/write the notes afterwards. (your phone could probably record the interview but you **MUST** ask the permission of the person you interview if you want to record).

Interview with Business owner about recruitment	Interview with business owner about recruitment
Do you use a job centre? NO	What is your main method of recruiting staff? ADVERTISE IN LOCAL PAPER
Do you advertise in local newspapers? NO	What other methods have you tried? WORD OF MOUTH, STAFF RECOMMENDATIONS
Are you happy with your current recruitment strategy? YES	Have you found problems with any recruitment methods? HARD TO TELL STAFF YOU DON'T WANT TO EMPLOY THEIR FRIENDS
What would you change about your current recruitment strategy? NOTHING	Have you used the internet for recruitment? NO
How many people do you interview for a job? 2/3	Do you send out an information pack about the job you advertise? JUST A LETTER OUTLINING DUTIES, PAY + HO
How do you decide who gets the job? INTERVIEW + EXPERIENCE	How do you ask people to apply for jobs? (application form, CV & Covering letter) CV + LETTER
	How do you decide who to interview? A WELL WRITTEN LETTER + GOOD EXPERIENCE ON C.V.
	What do you expect to see when someone turns up for interview? SMART, PUNCTUAL + ENTHUSIASTIC PEOPLE WHO SEEM INTERESTED IN THE JOB.

*Example 1 - asks very few questions which only cover advertising and interviewing*

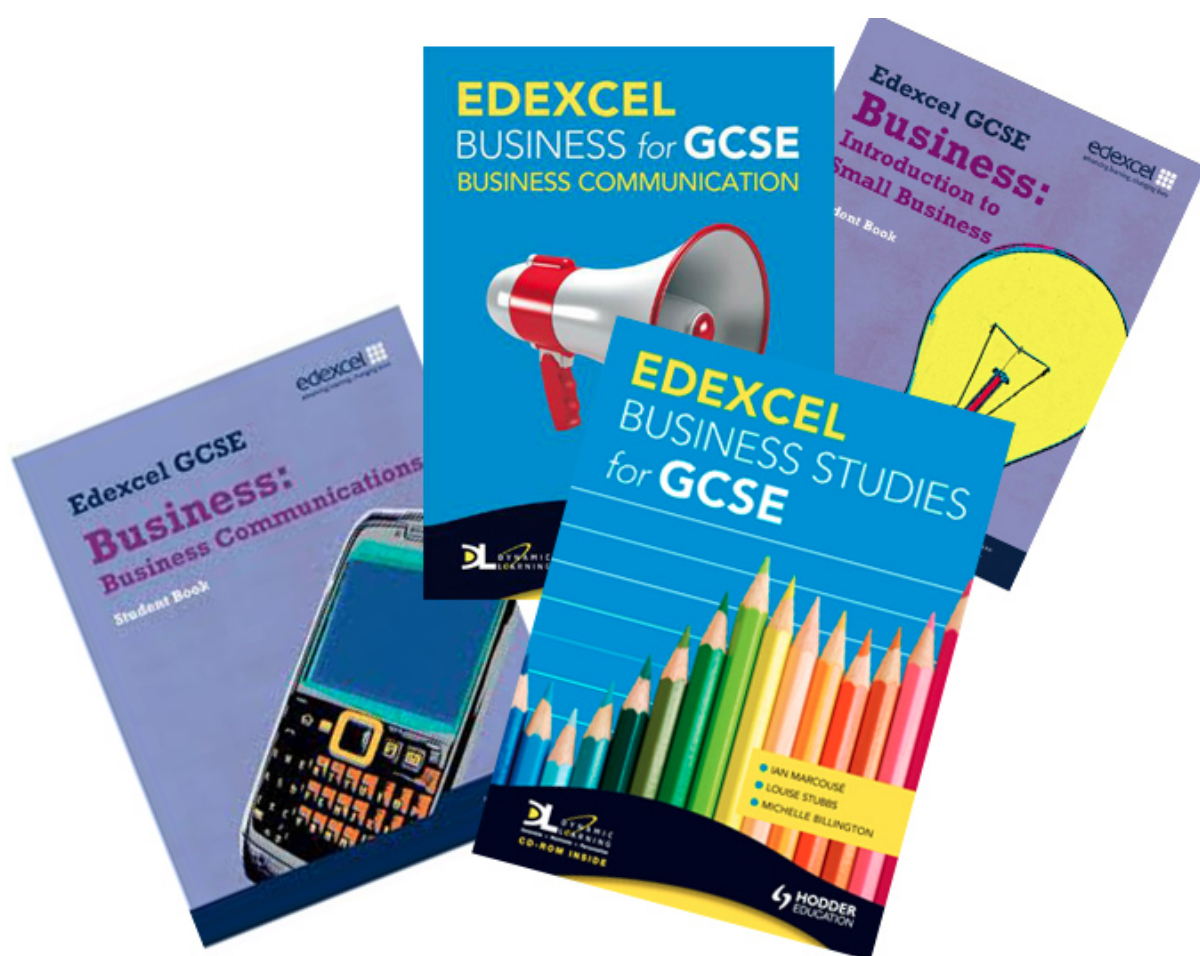
*Example 2 - asks key questions about the recruitment process, leading to better quality answers.*



## Textbooks

You will need to refer to the Unit 1 textbooks for background information regarding the question you decide to answer. When you make notes directly from the textbook write down the author's name, book name and page number you got the information from.

Remember if you want to get top marks you will later include some of your researched information in your write up and properly reference it.



## AO2 - Presentation

### Creating a Report

For your write up you will be creating a report in Word. Remember AO2 is presentation and you will be marked for presentation so some simple word processing skills will help you gain those marks.

#### Add Headers and Footers

- Insert headers and footers
- Put your name and candidate number in the header
- Put page numbers in the footer (use automatic ones!)

You can even add dividing lines like the ones on this document.

#### Use appropriate fonts/sizes

- A size 18/20pt for headers and
- size 12pt for text will be
- Times or Arial
- Black

#### Reference sources in footnotes/endnotes<sup>1</sup>

- **Insert** a footnote and the little number comes up
- The footnote goes at the bottom of the page, an endnote goes at the end of the document

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<sup>1</sup> This is a footnote

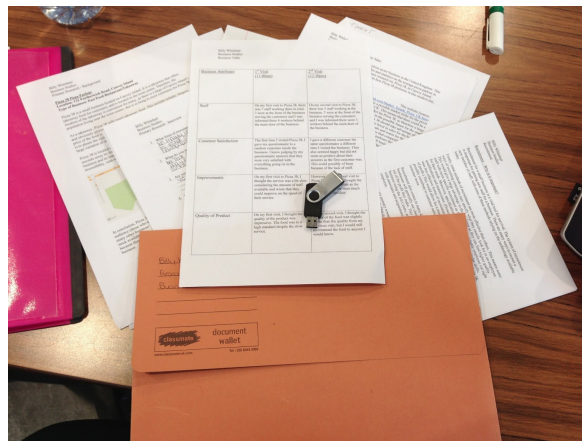
## A03/4 - Analysis and evaluation

This will take place in controlled conditions, you will have access to a computer but not the internet or any of your documents. You will only have access to the materials in YOUR research folder. You will have 3 hours to complete and hand in your work.

This write up is your analysis and evaluation of the data you have gathered in your research. You will be answering the question which you have completed your research on. You should spend time planning how you are going to tackle the question.

The write up should NOT explain how you did your research or describe your research methods.

The write up will use evidence from your research folder and this might include charts and diagrams which are already created. Research material can be directly included or referenced in an appendix.



## Glossary

Primary research	Research which YOU undertake, questionnaires, interviews etc
Secondary research	Research which you look up, already gathered by someone else
Source	Where your research came from (internet sources should be the ACTUAL websites which contain the information, NOT Google)
Questionnaire	A series of questions designed to help you find out information
Interview	A discussion with someone
Stakeholder	Anyone who has an interest in the business
Footnote	A note at the foot of the page
Endnote	A note at the end of a document
Reference	Where you explain your source